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| Image result for spotlight internet symbol | | *Spotlights©* |
| May 20, 2015 | Volume 1, Number 1 | |
| |  | | --- | | **Spotlights©** features the many resources available on Armstrong’s Guidance Department webpage **Guidance News That You Can Use.**  <http://guidancenewsthatyoucanuse.wikispaces.com/> | | Armstrong Middle School  475 Wistar Road  Fairless Hills, PA 19030  Karla M. Jones, M.Ed.  School Counselor  [kjones1@btsd.us](mailto:kjones1@btsd.us)  215-945-4940 (O)  215-945-1664 (F)  [*http://guidancenewsthatyoucanuse.wikispaces.com/*](http://guidancenewsthatyoucanuse.wikispaces.com/) | | | *Armstrong’s Third Annual College and Career Day 2015* Armstrong prepares for its *Third Annual College and Career Day 2015* for our eighth grade students! Each of the day’s events is listed below along with a brief summary. All of the downloadable brochures, documents, and noteworthy links can be found on Armstrong’s Guidance Department webpage *Guidance News That You Can Use*. <http://guidancenewsthatyoucanuse.wikispaces.com/College+and+Career+Day+2015>.  **Friday, May 29 and Tuesday, June 2 – Overview Lesson**  During their English classes, Karla Jones, Armstrong School Counselor, will distribute brochures and discuss with students the benefits of graduating from high school and possible life consequences if they do not. They will also learn the financial benefits of graduating from a trade-school or college.  **Monday, June 1 – PHEAA Career Development Online Activity**  During their Algebra classes, PHEAA (***Pennsylvania Higher Education Assistance Agency*** <http://pheaa.org>**) representatives,** Frances McKeown and Michael Burke, will lead the students through a career development online activity. Each team of students will explore and select a *Career*, provide an *Explanation of the Career,* and *Education of the Career.* A summary of their findings will beshared with their classmates using the SMARTBoard.  **Tuesday, June 2 – Admission Representatives Present Admission Overview**  During their Social Studies classes, Arcadia University <http://www.arcadia.edu/>, Bucks County Community College <http://www.bucks.edu/>, Cabrini College [www.cabrini.edu/](http://www.cabrini.edu/), La Salle University <http://www.lasalle.edu/>, and Penn State [www.psu.edu/](http://www.psu.edu/) will present an overview of the admission process. The objective is for our students to understand what choices they need to make during high school to meet the admission requirements of the college or university of their choice. *NOVA (Network of Victim Assistance)* Friday, June 5, 2015 – NOVA Bullying Prevention Presentation During their English classes, eighth grade students will learn ways to identify, prevent, and respond to bullying and how to be an *upstander*. <http://guidancenewsthatyoucanuse.wikispaces.com/Network+of+Victim+Assistance+%28NOVA%29>   |  |  | | --- | --- | | Computer |  |   It’s a good idea to use Web Layout view (on the View menu, click Web Layout) when creating your newsletter. That’s the look your customers will be seeing when they receive your e-mail. Image result for spotlight internet symbol  © |
| |  | | --- | | Here’s an easy way to use text you've already formatted as the basis for a new paragraph, character, or list style:   1. Select the text, on the Format menu, click Styles and Formatting, and then click New Style. You’ll see all your style characteristics displayed. 2. Name your new style, check the Add to Template box, and then click OK. | | Armstrong Middle School  Guidance Department  Karla M. Jones School Counselor  475 Wistar Road  Fairless Hills, PA 19030  215-945-4940 (O)  215-945-1664 (F)  [kjones1@btsd.us](mailto:kjones1@btsd.us)  [*http://guidancenewsthatyoucanuse.wikispaces.com/*](http://guidancenewsthatyoucanuse.wikispaces.com/)  eb Address | | Fonts When choosing the fonts that you’ll be using for headlines and body text, a good rule is to never use more than 2-3 fonts in a newsletter. More cause confusion and make your efforts look less professional. Be creative with the ones you do choose, though. Use different sizes and colors, and use bold and italics to add variety without confusing the look of the newsletter. You can add these custom styles to your template’s style palette so that they’re instantly available.  Finally, delete any features that you won’t be using. Once you’re done with these general changes, save the result as a Word template. Add articles and graphics One distinct difference between a printed newsletter and an e-mail version is the amount of text to include. Unless you know that all your readers will be interested in a longer version, you should keep the amount of information to about 1,000 words or less. Anything more becomes tiresome to read online, and you may lose their interest before they read the items you really want them to see.  What to include  Some items to think about including might be introductions to new employees, recent awards presented to your company, specials and discounts on products or services, announcements of new products, and information on new ways to take advantage of your products or services. Don’t include items that might be of interest to only a few customers; you want to capture and hold the interest of as many readers as possible.  Add graphics   |  |  | | --- | --- | | Globe | Add graphics or pictures with captions to help break up the text and create some visual interest. But make sure that whatever you add relates to the adjacent text. A picture of the company dog might be cute, but if the story surrounding it is about a new product, the picture will only serve to confuse your readers. |   Contact information  Be sure to include contact information in more than one place. Not only should it be part of your master template, you should include “For more information…” contacts in every article where it’s appropriate.  Web links  Include links to the company Web site wherever you can. Be sure to update the site to include the information you are referring them to. It’s easy to include hyperlinks in your newsletter that will take customers right to your Web site or get them started with an e-mail to your sales staff. Proofread When you’ve completed your newsletter, it’s time for one of the most important steps of all—proofreading. Take several passes through the material, looking for different things each time. | |